

COUNTY OF SAN DIEGO
DEPARTMENT OF PUBLIC WORKS
AIRPORTS

REQUEST FOR PROPOSALS
CROSSWINDS RESTAURANT OPERATOR
AT BORREGO VALLEY AIRPORT, BORREGO SPRINGS, CA

REQUEST FOR PROPOSALS
CROSSWINDS RESTAURANT OPERATOR
AT BORREGO VALLEY AIRPORT, BORREGO SPRINGS, CA

	<u>Page</u>
Guidelines and Requirements for Proposal Submittal	1-2
Site Description, Submittal, and Selection Process	3-4
Airport Lease Agreement Economic Terms Form	5
Evaluation Criteria	6
Submittal	7

The RFP Submittal Package contains the following components:

- Site Location Maps
- Proposer's Questionnaire
- Sample Lease Agreement
- Minimum Hours of Operation

GUIDELINES AND REQUIREMENTS

FOR PROPOSAL SUBMITTAL

In order to ensure the general aviation community is accommodated at Borrego Valley Airport (Airport) the County of San Diego Airports (County) is soliciting proposals for the management and operation of the Crosswinds Restaurant (Restaurant) at the Airport. The single story building contains approximately 3,010 square feet. The viewing deck on the north side of the restaurant is not included in the estimated square footage. The Restaurant is sited on an approximate .25 acre portion of the Airport (Assessor Parcel Number 141-230-38-00) and is located at 1816 Palm Canyon Dr. in Borrego Springs approximately four miles east of the center of town. See attached Assessor Parcel Map for approximate location. The restaurant has been recently updated with new paint, hot water heater, flooring, heating and air conditioning. An inventory of restaurant items is attached as Exhibit "A". The inventoried items are available for use at the Restaurant at no additional cost.

Parties participating in this proposal process will provide details of their business plans, and propose the economic terms for a lease under which they would operate the restaurant.

This Request for Proposals (RFP) is for an operator to manage the restaurant facility on the south side of the Airport to provide food to the aviation community at large. The Lease will be issued for a maximum term of ten (10) years. However, once a successful operator is in place County Airports may request Board of Supervisors approval for a longer agreement with that operator without conducting another Request for Proposals.

Proposals will be evaluated based upon several criteria, including experience, proposed method of operation and management, support of aviation related activities, rent and proposed menus.

Please thoroughly review the materials contained in this Submittal Package. This information will guide you in the preparation of your submittal.

LETTER OF INTEREST

This part of your submittal will be a narrative written on your letterhead. This narrative should contain the following elements.

Who You Are. Your letter of interest should identify who you are and present a description of your qualifications to operate and manage the restaurant at the Airport. If you represent a company or other organization, please describe the key individuals that will be involved in the project if you are ultimately selected to operate and manage the restaurant. Include brief biographical statements for these key individuals.

Your Proposal. Your narrative should continue with additional information on your proposal to operate and manage the restaurant at the Airport. You should include information on what food products and services you intend to provide. Information regarding proposed food pricing must be included (Please see guidelines below). Please identify any other permits or staff certification

that will be required to operate this business at the Airport. Please include information on training and qualifications for employees.

The following guidelines shall be addressed in all proposals:

- 1) Operator shall maintain the following minimum hours of operation: Tuesday through Sunday, 7:00 am to 3:00 pm during the months September through June. For the months of July and August, the hours of operation will be negotiated to reflect customer demand. Additional points will be awarded during selection for committing to additional hours of service.
- 2) Operator shall be open for operation by September 1, 2007. Additional points will be granted during selection for a commitment to have partial operations begin prior to September 1, 2007
- 3) Operator shall accept credit cards and the restaurant shall not be closed for private parties without the written permission of the Director of Airports.
- 4) Operator must keep auditable records of sales either on site or elsewhere within the County of San Diego.

Why You and Your Concept Would Be Good for Borrego Valley Airport. Please describe why you think your proposal would be good for the Airport. Please describe any unique benefits of your proposal. Also, include concepts for marketing or events at the Airport to attract aviation customers.

Relevant Experience/Projects. Please describe your relevant past or current experience that qualifies you and/or your organization to succeed in operating and managing the restaurant.

PROPOSER'S QUESTIONNAIRE

In addition to your narrative, please complete the enclosed Proposer's Questionnaire. This is a very important part of your submittal for purposes of evaluating your qualifications. The first part of this questionnaire deals with personal information about you, and members of your organization. Please complete the appropriate sections that apply to you and your organization (i.e. sole proprietorship, partnership, corporation, or limited liability company). Please provide the business references requested. Please fill in the requested financial data completely, and attach the required forms or exhibits. In the sections dealing with your proposed method of operation and experience statement, you may refer to your narrative if the information requested has been provided there.

The submittal of a complete and detailed Proposer's Questionnaire will enable County Airports' staff to evaluate your qualifications in the best possible light. Please note that the confidentiality of the information you submit cannot be guaranteed because, under the Freedom of Information Act, all government records are potentially accessible by the public. This fact notwithstanding, County Airports staff will, within the legal limits of its administrative control, strive to protect the confidentiality of all personal and financial information submitted in connection with this RFP, and will use this information only for the purposes intended.

This Request for Proposals does not commit the County to award a Lease, to pay any costs incurred in the preparation of proposals, or to procure or contract for services or supplies. The County reserves the right to accept or reject any and all proposals received as a result of the RFP, to negotiate with any qualified proposer, and to modify or cancel in part or in its entirety this RFP if it is in the best interest of the County.

SITE DESCRIPTION, SUBMITTAL, AND SELECTION PROCESS

The County of San Diego owns and operates eight general aviation airports. One of them is Borrego Valley Airport (Airport), located in Borrego Springs, CA. The Airport is a desert community airport in the northeast portion of San Diego County. It serves the general aviation community and occasional corporate aircraft. The restaurant is located so that there is access from both the airside and street side. Please see attached site location maps (Exhibits B-1, B-2).

The Airport is located approximately 3 miles east of Borrego Springs and 80 miles northeast of San Diego. It has a pilot-activated, lighted 5,000 foot runway, fueling and space for overnight and longer stays. It is student pilot-friendly and includes late-model rental cars, a restaurant and information on numerous other activities. It also offers the Anza-Borrego Desert State Park Sky Trail that gives pilots and their passengers a chance to enjoy natural and historic features of the park, many of which can only be viewed from the air. The Airport has 99% clear skies. There are currently 4 golf courses in Borrego Springs and at least 2 sizable hotels.

The Airport's popularity runs highest during the non-summer months as the daytime outside temperature can be more than 100 degrees during the summer. For this reason, your proposal may include reduced rent for July and August.

The RFP package includes a sample Airport Lease. It is the Proposer's responsibility to determine if any additional permits are necessary for the operation of the restaurant. The County shall not be responsible for any fees associated with the issuance of any required permits directly tied to operating and managing the restaurant; however, the operator of the facilities will be responsible for all fees and taxes associated with the day-to-day operation and management of the restaurant. In addition, note the insurance requirements in the lease which will be the responsibility of the selected proposer.

Submitting a Proposal

Proposals will be submitted on the forms provided with this RFP. Each submittal **must** contain:

A Letter of Interest/Business Plan

A completed **Proposer's Questionnaire**

A completed **Airport Lease Economic Terms Form**

A non-refundable **Proposal Fee of \$100.00**

Proposals are due by 4:00 p.m., June 1, 2007, and must be delivered to:

COUNTY OF SAN DIEGO – AIRPORTS
1960 Joe Crosson Drive
El Cajon, CA 92020-1236
Attn: Tim Caulder

Selection Process

County Airports' staff will review all proposals, conduct reference checks, make any necessary follow up inquiries, and may select a Proposer with which to negotiate the final terms of an Airport Lease, or the County may reject all proposals.

The County may schedule and conduct an oral interview and receive presentations from the top-ranked (short-listed) Proposers, to determine the selected proposer and rank order of proposals. The oral presentations/interviews, should they be necessary, will be held during the second week in June 2007. Failure to appear for an interview will be grounds for disqualification from further consideration. The County reserves the right to award the lease without holding oral presentations/interviews, should the rating panel find this step unnecessary.

The decision on selection or rejection will be made by June 22, 2007, unless additional time is required. If additional time is required, the Proposers will be notified of the County's need for additional time.

Negotiation of Airport Lease

If a proposal is selected through this RFP process, Airports' staff will negotiate the terms of an Airport Lease with the selected Proposer.

AIRPORT LEASE ECONOMIC TERMS FORM

The Proposer should propose economic terms for a Lease. The County shall not be responsible for any fees associated with required repairs to the facility and the issuance of any required permits directly tied to operating and managing the restaurant; the selected Proposer (Lessee) will be responsible for all fees and taxes associated with the day-to-day operation and management of the restaurant.

Fee Proposal: Minimum Monthly Guarantee (MMG)

Please propose a minimum monthly guarantee (MMG) or permit fee. The MMG for each month must meet or exceed \$750. Operator may propose reduced rent for July and August.

Minimum Proposed: \$_____ Per Month

The final terms of the Airport Lease will be negotiated between the selected Proposer and Airports' staff, subject to review and approval by the Lease Administrator of the County of San Diego.

The County wants to see the selected Proposer do well under the terms of the lease. It is hoped a percentage rent acceptable to County and Proposer will come into play after a certain gross income threshold is met so that \$750 becomes a minimum rent.

EVALUATION CRITERIA

The contract resulting from this RFP will be awarded to that responsible Proposer whose offer, while conforming to the requirements of the RFP, is determined to be the most advantageous to San Diego County Airports. The proposal shall contain a complete response to each of the areas identified below.

- | | | |
|----|--|-----------|
| 1. | Business Proposal | 40 POINTS |
| | a) Hours of Operation/Months of Operation | |
| | b) Services Offered | |
| | c) Proposed Pricing Methods | |
| | d) Method of Operation | |
| | e) Customer Service | |
| | f) Thoroughness of Planning | |
| | g) Marketing to Aviation Users | |
| 2. | Revenue Sharing | 35 POINTS |
| | a) Minimum Monthly Fee | |
| 3. | Experience | 15 POINTS |
| | a) Similar Business Experience | |
| | b) References | |
| 4. | Financial strength | 10 POINTS |
| | a) Capital Strength | |
| | b) Credit History | |
| | c) Realistic Projections | |
| 5. | Extra Points | 15 POINTS |
| | a) Planned aviation related activities | |
| | b) Partial operation prior to Sept 1, 2007 | |
| | c) Liquor License | |
| | d) Dinner Service | |
| | e) Entertainment | |

Total Possible	115 POINTS
----------------	------------

SUBMITTAL

Proposals must be submitted in a format following the outline of this RFP. Proposals presented in any other format will be considered non-responsive and will be rejected. The proposal must be signed with the name and title of the person duly authorized to sign the offer. Proposals received after the time fixed for receiving them will not be considered. Late proposals will be returned to the Proposer unopened.

Each proposal shall be delivered to San Diego County Airports, Gillespie Field, 1960 Joe Crosson Dr., El Cajon, CA 92020-1236, on or before 4:00 p.m., June 1, 2007. The proposal documents submitted shall be addressed to the DEPARTMENT OF PUBLIC WORKS - AIRPORTS, ATTN: TIM CAULDER, enclosed in a sealed envelope bearing the RFP title (i.e., Request for Proposals, Management of Restaurant, Borrego Valley Airport), and the name and location of the place of business of the Proposer. It is the sole responsibility of the Proposer to see that the proposal is received on time.

Basis for Selection

The basis of selection of the successful proposer, if any, will conform to the "Evaluation Criteria" described above.

Recommendation for Award or Rejection of Proposals

The County of San Diego reserves the right to reject any and all proposals and to waive any formality in the proposals received. Airports staff will review all proposals and (i) select a successful proposer, or (ii) reject all proposals by June 15, 2007. Following selection of a successful proposer, if any, Airports' staff will negotiate an Airport Lease with the successful Proposer.

Selection without Discussion

Proposers are cautioned that any selection hereunder may be effected without discussion. Each proposer should present its best offer to County Airports.

Withdrawal of Proposals

Any proposer may withdraw its proposal by written request at any time prior to the selection of the successful proposer by Airports' staff.

Borrego Annual Events

- **Borrego Springs Grapefruit Festival:** Third Week of April
This festival occurs near the end of the spring desert wildflower season and includes live music, dances, a tennis tournament, picnic, classic car show, and youth games.
- **Borrego Springs Days Desert Festival:** Last Week of October
This celebration marks the official kickoff of the tourism season with events including a parade, the Miss Borrego Pageant, dances, carnivals, live music, arts and crafts.
- **Borrego Valley Airport – Minifest:** aviation aerobatic contest known as the Borrego Minifest held yearly near mid April by International Aerobatic Club, Chapter 36
- **Borrego Valley Airport – Akrofest:** aviation aerobatic contest known as the Borrego Akrofest held yearly near mid October by International Aerobatic Club, Chapter 36

More Events

- Borrego Springs Circle of Art March
- Pegleg Liars Contest first Saturday in April 7PM
- Borrego Springs Cinco de Mayo May

Population

- 2,800 permanent approx.
- Approx. 10,000 in the winter season

EXHIBIT 'A'

INVENTORY LIST FOR BORREGO RESTAURANT

28 chromed metal chairs	1 limbo set
18 wooden tables	1 coffee table
9 metal tables	1 ice-maker
10 slates of glass	1 toy airplane
2 salad bars	2 dishwasher glass holders
2 small freezers	1 punch-in time clock
1 large freezer	8 paint cans
1 sink	2 tarps
1 stove	5 gallon dishwashing soap/detergent/sanitizer
1 grill	1 wooden cushioned bench
3 small refrigerators	1 rug
1 deep fryer	1 umbrella
1 large refrigerator	1 black window cover
1 small sink	1 wooden stand
1 steam table	2 bulletin boards
2 outside heaters	3 wastebaskets
2 soda dispensers	2 booster seats
1 portable grill	2 wire racks
1 wine rack	3 serving tray stands
2 prep tables	1 banner
2 desks	1 soda dispenser
1 wine fridge	1 pair ratchet pliers
2 wooden barstools	1 file cabinet
1 metal barstool	4 seat cushions
60 cushioned chairs	4 coffee makers
1 dishwasher	2 receipt printers
1 power blower	18 card holders
1 desk lamp	8 framed airplane pictures
6 tall wire racks	Food warming racks
1 small wire rack	4 broomsticks
1 television	1 compressor
1 microwave	1 sink
1 deep sink	4 fire hydrants
1 bus boy tray	9 CO ₂ tanks
1 rolling metal rack	1 soda dispenser
16 oven sheets	1 wooden dinner table
10 oven pans w/2 hoods	1 roller
4 cutting boards	2 butane tanks
1 change drawer	6 plastic tables
1 safe	1 fondue fountain
5 mortar mixes	12 pink lotion soap boxes
2 cash registers	3 toilet seat cover boxes
Corner brackets	1 vacuum
1 sharpening stone	59 glass ware
1 metal dish	49 glass ware
2 glass dishes	3 glass dishes
1 pack plastic knives	1 blender
1 salt and pepper holder	1 coffee warmer
1 plastic scoop	2 triple bottle stands
	7 decorator pieces

2 napkin holders
 7 bar mats
 1 gray goose mat
 12 plane pictures
 4 mixers
 1 lamp
 2 candles
 20 small juice glasses
 21 wine lists
 1 cookie sheet
 10 cashier receipts
 23 candle holders
 70 forks
 4 little knives
 1 metal tray lid
 1 plastic tray lid
 1 heating lamp
 4 small candle holders
 35 butter knives
 1 fryer
 1 fondue pot
 2 stainless steel holders
 43 spoons
 1 pitch fork
 1 diamond hone
 1 crock pot
 1 heating lamp
 2 measure cups
 1 large knife sharpener
 5 silverware trays
 1 pump
 1 bar brush
 3 metal bars
 1 egg slicer
 1 cocktail mixer to
 74 forks
 3 ice cream scoops
 2 deep fry trays
 1 hot tray
 49 soup spoons
 4 plastic containers
 77 menus
 45 coffee mugs
 1 candy dish
 7 spoons
 39 forks
 1 spatula
 1 colored vase
 67 butter knives
 13 wine lists
 26 menus
 6 tubs/dishes
 1 large crystal vase
 4 rubber spatulas
 4 nut crackers
 11 tongs

5 small ladles
 43 steak knives
 1 whisk
 2 box matches
 6 metal bowls
 4 pepper grinders
 1 ice scoop
 1 condiment container
 4 oil & vinegars
 18 metal hot/cold trays
 5 salad dressing holders
 4 serving trays
 3 cutting boards
 19 baskets
 9 pitchers
 17 large salad bowls
 12 candles
 11 coffee pots
 12 trays
 4 salt & pepper shakers
 7 syrup holders
 90 salad plates
 5 big pots
 6 pizza spatulas
 1 french fry holder
 2 potato peelers
 7 cocktail forks
 2 frying pans
 2 strainers
 1 pot 8
 80 spoons
 48 butter knives
 16 ice cream spoons
 21 oval plates
 39 blue plates
 27 large oval plates
 5 large bowls
 5 rainbow plates
 15 small bowls
 254 glass cups
 67 clear plates
 53 coffee plates
 23 side plates
 11 soup bowls
 13 glass cups (coke)
 91 small plates
 11 plastic condiment boxes
 12 large blue/white plates
 1 funnel
 11 large decorated plates
 8 mugs
 4 scouring pads
 4 orange trays
 6 small brown trays
 3 large brown trays
 49 coffee cups

2 brown trays
3 cake lids
1 cake stand
9 small metal bowls
8 metal rings
3 tiny dishes
8 raised platters
1 juice carafe
1 plastic container
1 plastic lid
5 potato dishes
1 fork cup
8 potholders
10 paper plates
7 candles
3 plastic bowls
78 black plastic plates
1 plastic bowl
1 large coffee cup
1 small coffee cup
1 large decorated bowl
1 plastic container
1 plastic cup
2 small sauce bowls
4 small metal bins
1 clear plastic bin
8 metal bins
1 pot lid
3 metal bins
1 plastic pitcher
1 metal bin
1 black plastic container
2 metal pitchers
3 medium creamer cups
13 creamer cups
1 plastic bin